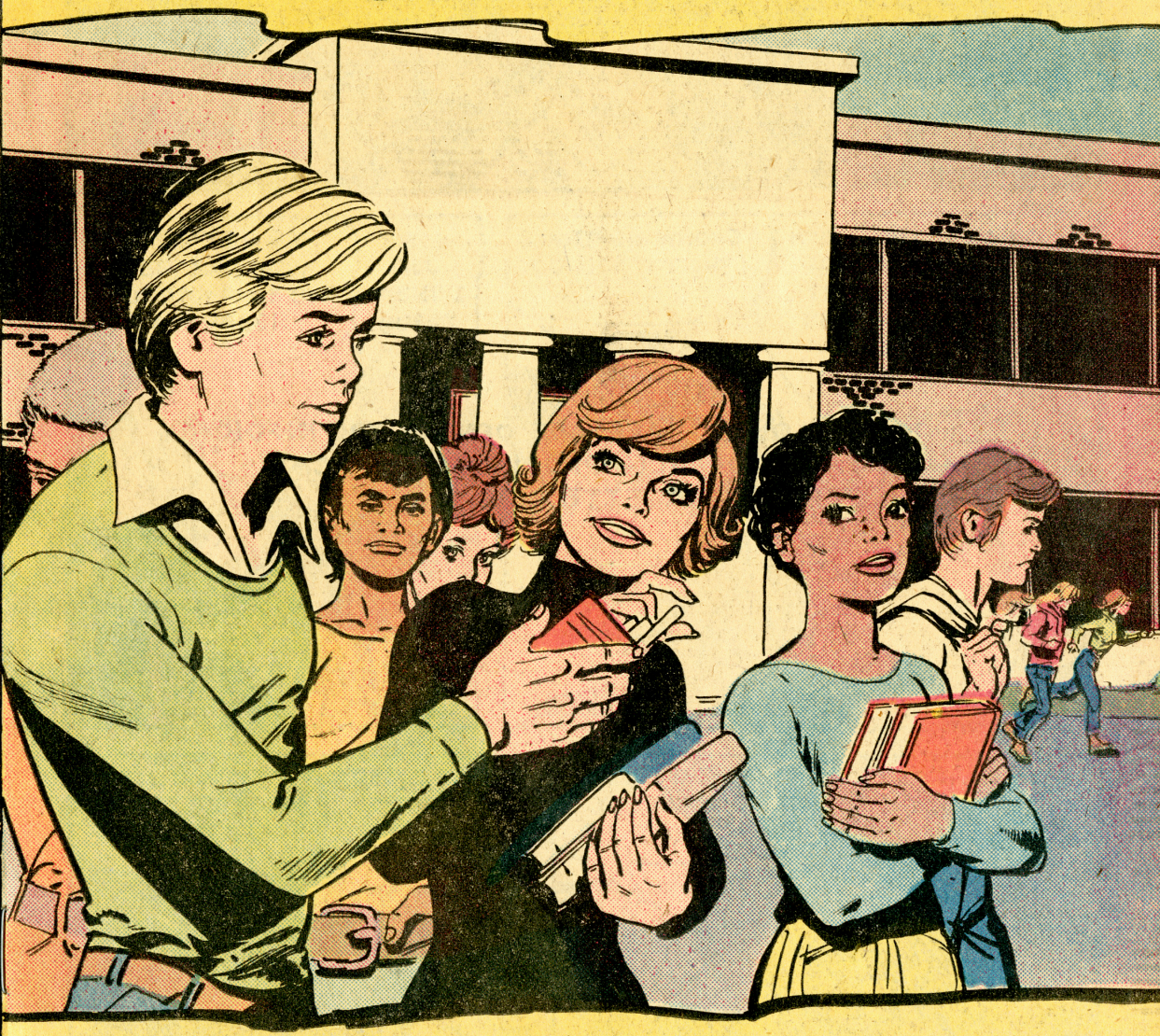
TAKING A CHANCE...



...WITH NO CHANCE TO WIN

THE FOLLOWING MESSAGE OFFERS YOU INFORMATION ABOUT HEALTH PROBLEMS THAT CAN RESULT FROM CIGARETTE SMOKING.

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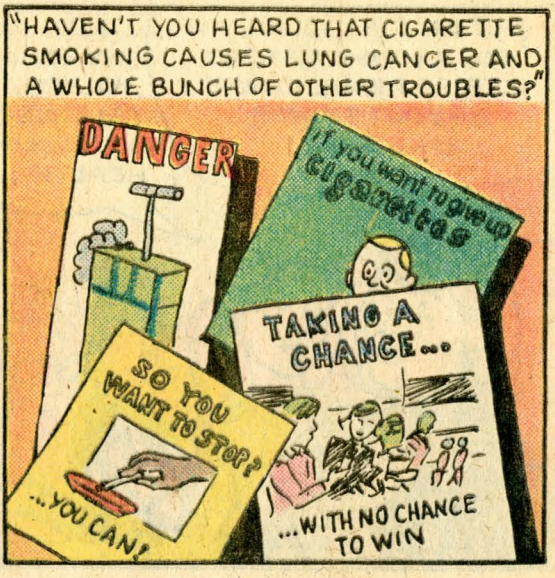
HI, SUE! AM I GLAD SCHOOL'S OVER-- TWO TESTS TODAY! HEY, GUESS WHAT! FRANK ASKED ME TO THE BIG DANCE NEXT WEEK.
THAT'S GREAT, GWEN. I KNEW YOU WERE COUNTING ON IT!
YEAH, THAT'S A BIG RELIEF! SAY, HOW ABOUT STOPPING OFF FOR A 'BURGER?
WELL... ALL RIGHT, I GUESS.
SOMETHING WRONG? YOU LOOK UPTIGHT!
IT'S... WELL, I DON'T HAVE A DATE TO THE DANCE YET. I'M BEGINNING TO GET WORRIED!
WELL, DON'T LET IT GET YOU DOWN. YOU'LL GET A DATE!
GEE, I SURE COULD USE A CIGARETTE!
HEY, I DIDN'T KNOW YOU SMOKE. WHEN DID YOU START?
OH, QUITE A WHILE AGO!

LET ME GO TO THE MACHINE FOR SOME CIGARETTES WHILE YOU PUT IN THE ORDER. BE RIGHT BACK!
A FEW MOMENTS LATER...
DID YOU GET THE ORDER IN?
YEAH, THIS IS OURS COMING UP NOW, BUT TAKE IT EASY, GIRL! IT LOOKS TO ME LIKE CIGARETTES UPSET YOU A LOT MORE THAN THEY RELAX YOU! WHY DID YOU EVER START?
OH, A BUNCH OF US DID IT JUST FOR THE HECK OF IT. I DIDN'T LIKE CIGARETTES AT FIRST. NOW I REALLY ENJOY THEM!
SURE... MAYBE YOU'RE HOOKED ALREADY!
LOOK, I NEED A CIGARETTE TO RELAX. OKAY? BESIDES, THERE'S NO LAW AGAINST SMOKING HERE!
"MAYBE NOT, BUT THERE'S A LAW THAT SAYS CIGARETTE PACKS HAVE TO CARRY A HEALTH WARNING!"
WARNING: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

HI, TODD. MIND IF WE JOIN YOU?
'COURSE NOT! HAVE A SEAT.
JUST ONE THING, SUE, IF YOU DON'T MIND. COULD YOU PLEASE HOLD OFF LIGHTING THAT CIGARETTE TILL I'M FINISHED EATING?
SURE, TODD, BUT HOW COME?
NO OFFENSE OR ANYTHING... IT'S JUST THAT THE SMELL OF CIGARETTE SMOKE ANNOYS ME!
SORRY, SUE, BUT I AGREE WITH HIM. SMOKING DOES BOTHER MOST NON-SMOKERS.
JUST LOOKING AT FOOD BOTHERS ME SOMETIMES. NOW THAT I HAVE THIS HAMBURGER I DON'T THINK I WANT IT. WOULD YOU LIKE IT, TODD?
SURE, SUE... THANKS!

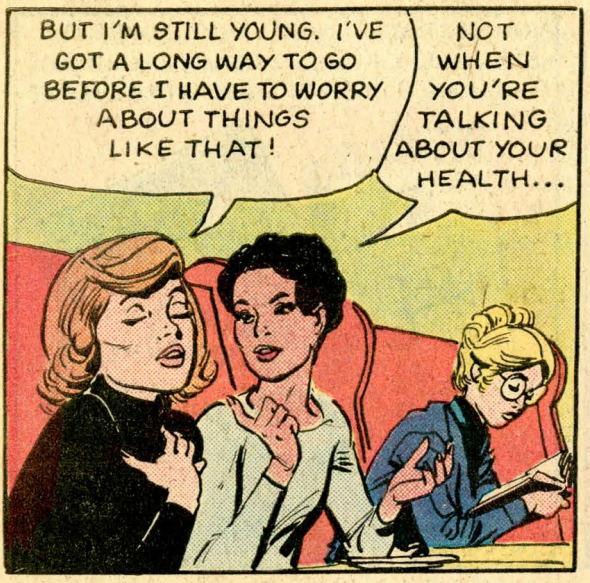
IT'S FUNNY-- I HAVEN'T HAD MUCH APPETITE LATELY. WONDER WHY?
IT'S PROBABLY BECAUSE OF ALL THAT SMOKING YOU'RE DOING. I READ THAT CIGARETTE SMOKING DULLS THE TASTE BUDS AND FOOD DOESN'T TASTE GOOD ANYMORE!
AW, COME ON, TODD. YOU MAKE IT SOUND AS IF SMOKING IS REALLY BAD FOR ME!
HI, EVERYONE. WHAT'S GOING ON HERE?
HI, PAUL. AM I GLAD TO SEE YOU! WE'RE HAVING A BIG ARGUMENT ON SMOKING AND I CAN USE SOMEONE ON MY SIDE!
I'VE BEEN TELLING SUE THAT SMOKING IS UNHEALTHY. BUT YOU'RE AN ATHLETE AND YOU SMOKE. WHAT DO YOU THINK OF IT?
WELL, I GUESS YOU KNOW THAT I CAME IN THIRD IN THE CROSS COUNTRY MEET YESTERDAY. SMOKING DOESN'T SEEM TO HURT ME!
DON'T BE SO SURE, PAUL. I HEARD THE TRACK COACH SAY YOU COULD HAVE WON THE RACE BUT GOT WINDED AT THE END. I'LL BET CIGARETTE SMOKING CAUSED THAT!

I CAN SEE WHY AN ATHLETE SHOULDN'T SMOKE IF HE'S GOING TO PLAY HIS BEST. BUT WHAT'S THE BIG DEAL IF I WANT TO SMOKE? I'M NO ATHLETE!
AW, COME ON SUE...


"HAVEN'T YOU HEARD THAT CIGARETTE SMOKING CAUSES LUNG CANCER AND A WHOLE BUNCH OF OTHER TROUBLES?"
DANGER
TAKING A CHANCE...
SO YOU WANT TO STOP?
...YOU CAN!
...WITH NO CHANCE TO WIN

IF I EVER FIND OUT THAT CIGARETTES REALLY ARE DANGEROUS, I'LL QUIT! I CAN STOP ANYTIME I WANT!
YEAH, ANYONE CAN STOP WHO WANTS TO!

"...BUT HE WAS SO HOOKED ON CIGARETTES THAT HE KEPT ON SMOKING AFTER HE LEARNED HE HAD LUNG CANCER. HE WAS ONLY 46 YEARS OLD WHEN HE DIED AND HE'D PROBABLY BE GOING STRONG TODAY IF HE HADN'T SMOKED CIGARETTES!"


BUT I'M STILL YOUNG. I'VE GOT A LONG WAY TO GO BEFORE I HAVE TO WORRY ABOUT THINGS LIKE THAT!
NOT WHEN YOU'RE TALKING ABOUT YOUR HEALTH...

MY OLDER SISTER SMOKED CIGARETTES AND NEVER WORRIED MUCH ABOUT HER HEALTH. THEN WHEN SHE HAD HER FIRST BABY, IT WAS PREMATURE. AND LATER ON SHE FOUND OUT THAT MOST MOTHERS OF UNDERWEIGHT BABIES ARE REGULAR CIGARETTE SMOKERS!

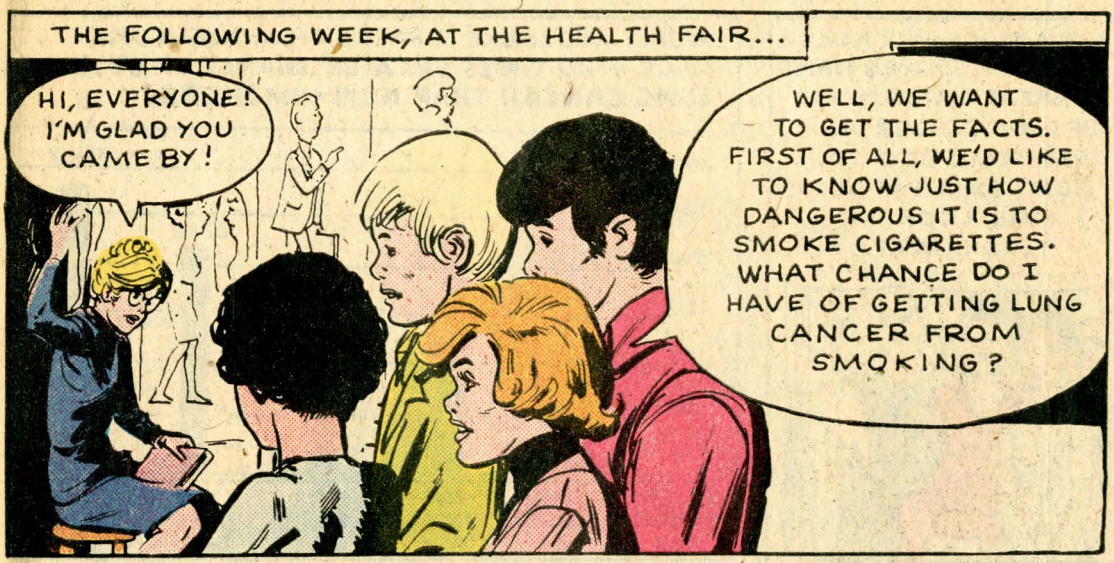
AW, I'M GETTING TIRED OF TALKING ABOUT SMOKING. ANYWAY, IT'S TIME TO GO HOME. LET'S GO!
PAUL'S RIGHT!

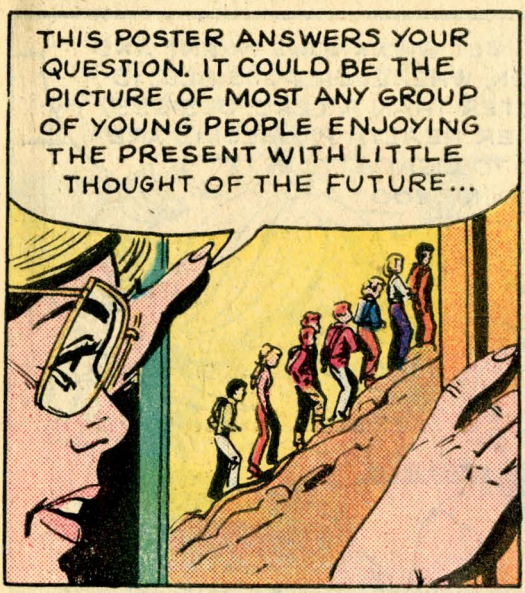
WE COULD TALK ABOUT CIGARETTES ALL DAY AND STILL NOT BE SURE OF THE FACTS.

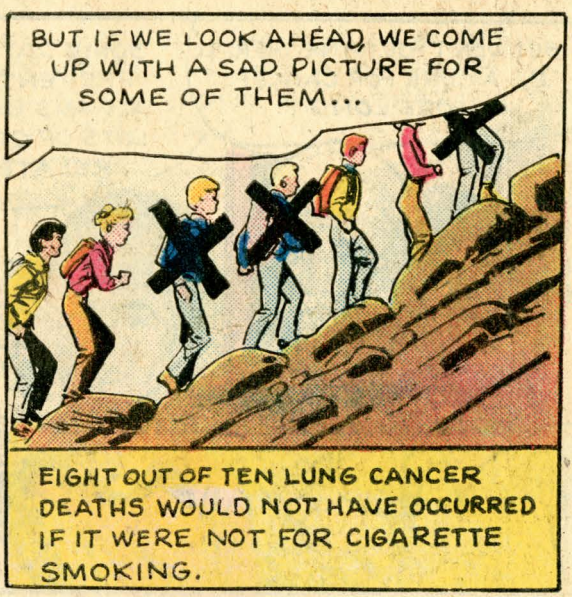
EXCUSE ME, BUT I COULDN'T HELP OVERHEARING YOUR DISCUSSION OF CIGARETTE SMOKING. I'M SANDY, A PRE-MED STUDENT. NEXT WEEK THERE'S GOING TO BE A HEALTH FAIR AT YOUR SCHOOL AND I'LL BE A VOLUNTEER WORKER AT THE AMERICAN CANCER SOCIETY BOOTH THERE...

IF YOU'RE INTERESTED IN LEARNING ABOUT THE RISKS OF CIGARETTE SMOKING, WHY DON'T YOU COME BY AND SEE OUR DISPLAYS?
NO THANKS, SANDY. I ALREADY KNOW WHAT YOU'RE GOING TO SAY. AFTER ALL, IT'S YOUR JOB TO TELL US NOT TO SMOKE!

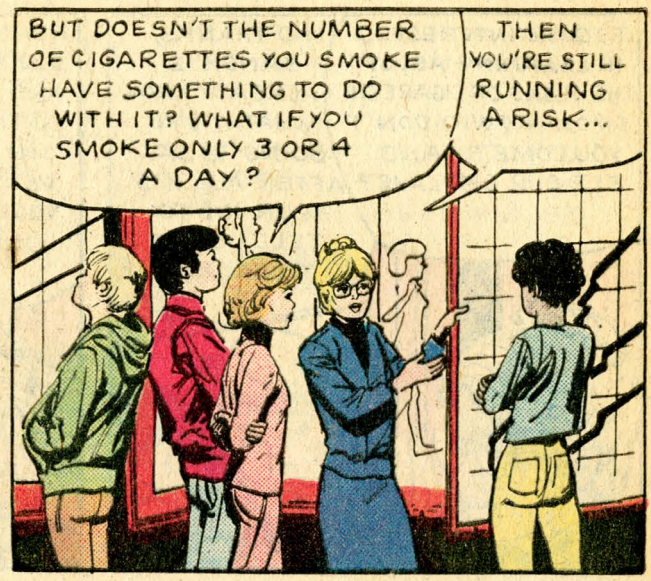
REMEMBER... I'M A STUDENT LIKE YOU AND A VOLUNTEER SO THERE'S NOTHING IN IT FOR ME PERSONALLY. I'LL TELL IT LIKE IT IS-- ONLY THE FACTS!
WELL, MAYBE WE COULD LEARN SOMETHING. WHAT DO THE REST OF YOU THINK?
SOUNDS GOOD TO ME!
SURE, WHY NOT?

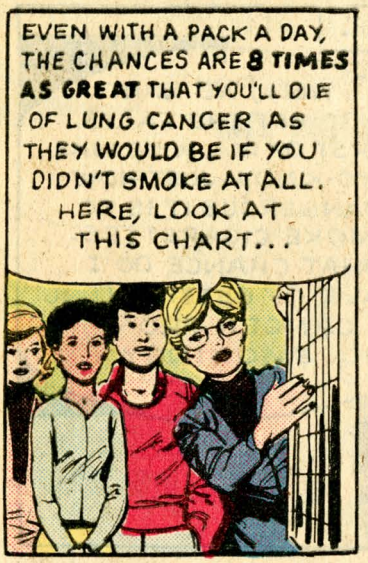

THE FOLLOWING WEEK, AT THE HEALTH FAIR...
HI, EVERYONE! I'M GLAD YOU CAME BY!
WELL, WE WANT TO GET THE FACTS. FIRST OF ALL, WE'D LIKE TO KNOW JUST HOW DANGEROUS IT IS TO SMOKE CIGARETTES. WHAT CHANCE DO I HAVE OF GETTING LUNG CANCER FROM SMOKING?

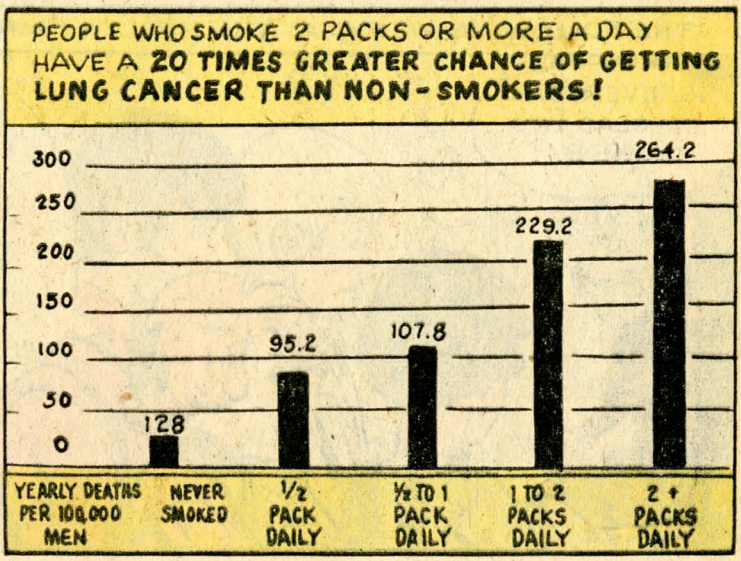

THIS POSTER ANSWERS YOUR QUESTION. IT COULD BE THE PICTURE OF MOST ANY GROUP OF YOUNG PEOPLE ENJOYING THE PRESENT WITH LITTLE THOUGHT OF THE FUTURE...


BUT IF WE LOOK AHEAD, WE COME UP WITH A SAD PICTURE FOR SOME OF THEM...
EIGHT OUT OF TEN LUNG CANCER DEATHS WOULD NOT HAVE OCCURRED IF IT WERE NOT FOR CIGARETTE SMOKING.

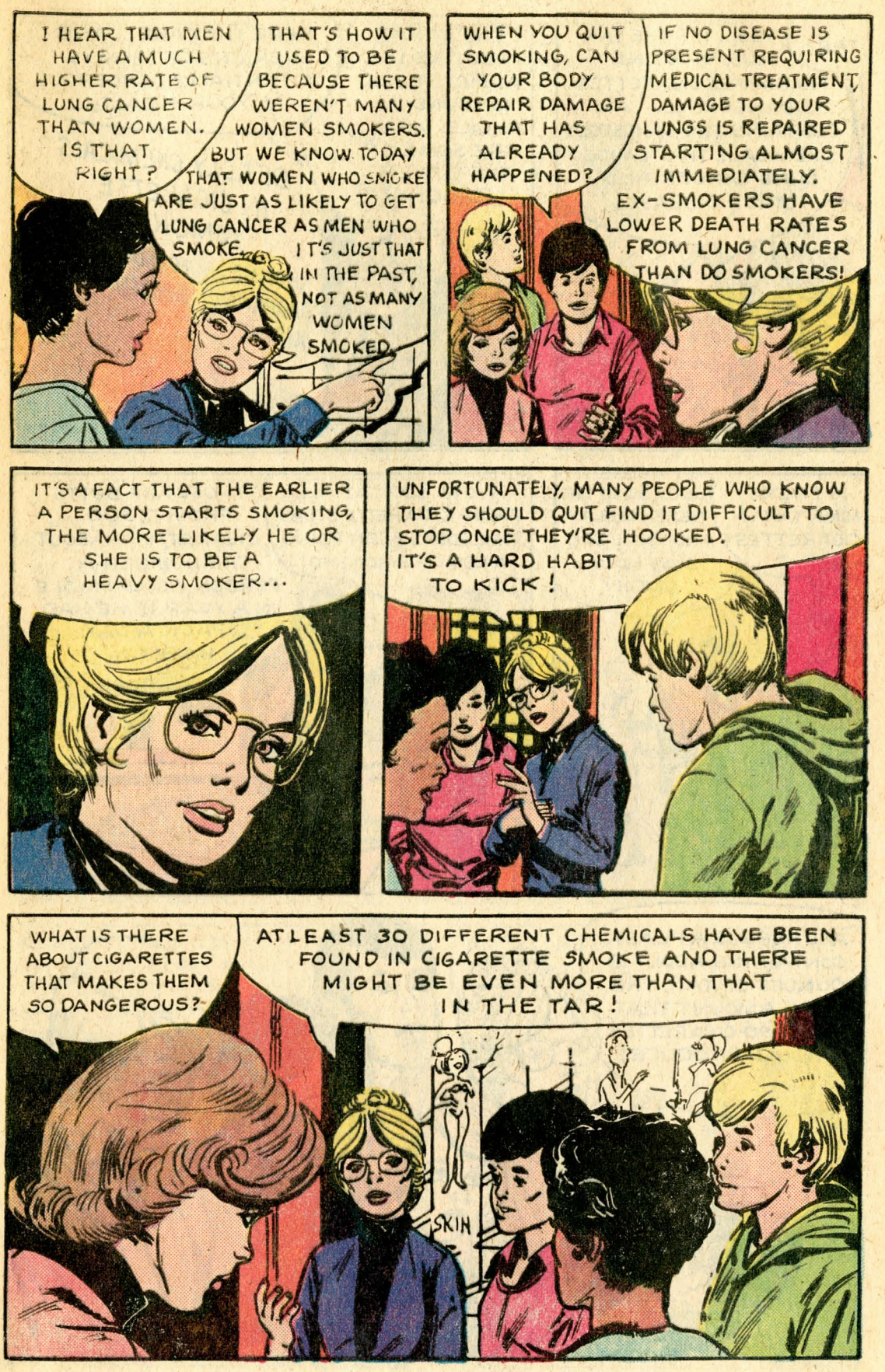
THINK OF IT! EIGHT OUT OF TEN!

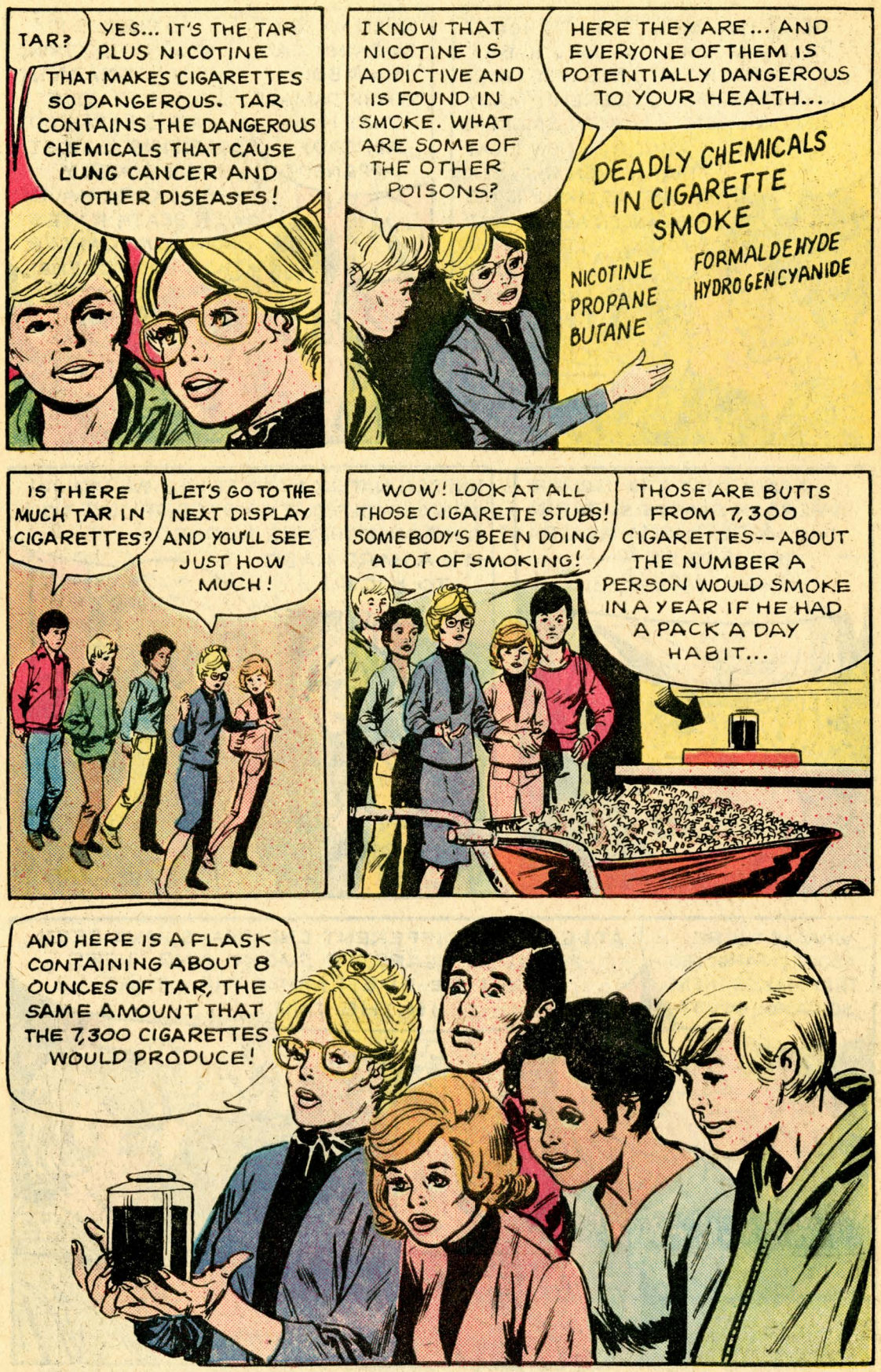

BUT DOESN'T THE NUMBER OF CIGARETTES YOU SMOKE HAVE SOMETHING TO DO WITH IT? WHAT IF YOU SMOKE ONLY 3 OR 4 A DAY?
THEN YOU'RE STILL RUNNING A RISK...


EVEN WITH A PACK A DAY, THE CHANCES ARE 8 TIMES AS GREAT THAT YOU'LL DIE OF LUNG CANCER AS THEY WOULD BE IF YOU DIDN'T SMOKE AT ALL. HERE, LOOK AT THIS CHART...


PEOPLE WHO SMOKE 2 PACKS OR MORE A DAY HAVE A 20 TIMES GREATER CHANCE OF GETTING LUNG CANCER THAN NON-SMOKERS!
300
250
200
150
100
50
0
128
95.2
107.8
229.2
264.2
YEARLY DEATHS PER 100,000 MEN
NEVER SMOKED
½ PACK DAILY
½ TO 1 PACK DAILY
1 TO 2 PACKS DAILY
2 + PACKS DAILY

BUT DON'T YOU THINK THERE'LL BE A CURE FOR CANCER BEFORE LONG?
SOME DAY... BUT WHO KNOWS WHEN? AND PREVENTION, WHEREVER POSSIBLE, IS ALWAYS BETTER THAN A CURE. BESIDES, LOTS OF OTHER HEALTH PROBLEMS ARE RELATED TO CIGARETTE SMOKING, TOO!

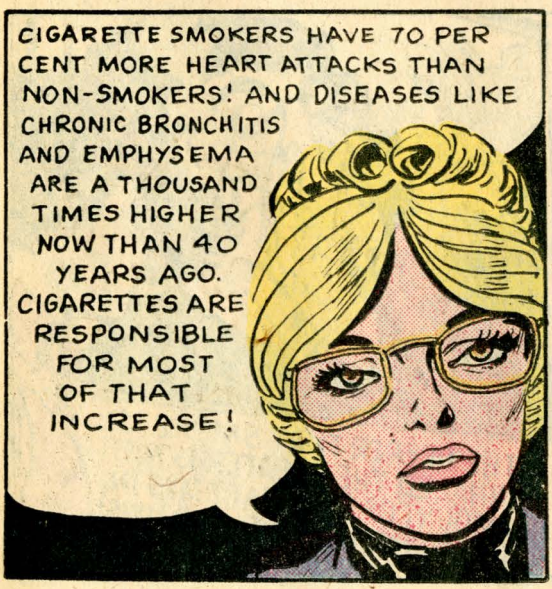

I HEAR THAT MEN HAVE A MUCH HIGHER RATE OF LUNG CANCER THAN WOMEN. IS THAT RIGHT?
THAT'S HOW IT USED TO BE BECAUSE THERE WEREN'T MANY WOMEN SMOKERS. BUT WE KNOW TODAY THAT WOMEN WHO SMOKE ARE JUST AS LIKELY TO GET LUNG CANCER AS MEN WHO SMOKE. IT'S JUST THAT IN THE PAST, NOT AS MANY WOMEN SMOKED.
WHEN YOU QUIT SMOKING, CAN YOUR BODY REPAIR DAMAGE THAT HAS ALREADY HAPPENED?
IF NO DISEASE IS PRESENT REQUIRING MEDICAL TREATMENT, DAMAGE TO YOUR LUNGS IS REPAIRED STARTING ALMOST IMMEDIATELY. EX-SMOKERS HAVE LOWER DEATH RATES FROM LUNG CANCER THAN DO SMOKERS!
IT'S A FACT THAT THE EARLIER A PERSON STARTS SMOKING, THE MORE LIKELY HE OR SHE IS TO BE A HEAVY SMOKER...
UNFORTUNATELY, MANY PEOPLE WHO KNOW THEY SHOULD QUIT FIND IT DIFFICULT TO STOP ONCE THEY'RE HOOKED. IT'S A HARD HABIT TO KICK!
WHAT IS THERE ABOUT CIGARETTES THAT MAKES THEM SO DANGEROUS?
AT LEAST 30 DIFFERENT CHEMICALS HAVE BEEN FOUND IN CIGARETTE SMOKE AND THERE MIGHT BE EVEN MORE THAN THAT IN THE TAR!
SKIN

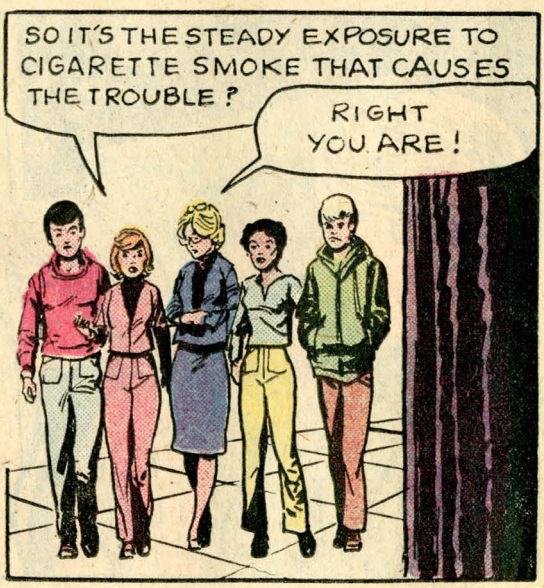

TAR?
YES... IT'S THE TAR PLUS NICOTINE THAT MAKES CIGARETTES SO DANGEROUS. TAR CONTAINS THE DANGEROUS CHEMICALS THAT CAUSE LUNG CANCER AND OTHER DISEASES!
I KNOW THAT NICOTINE IS ADDICTIVE AND IS FOUND IN SMOKE. WHAT ARE SOME OF THE OTHER POISONS?
HERE THEY ARE... AND EVERYONE OF THEM IS POTENTIALLY DANGEROUS TO YOUR HEALTH...
DEADLY CHEMICALS IN CIGARETTE SMOKE
NICOTINE
PROPANE
BUTANE
FORMALDEHYDE
HYDROGEN CYANIDE
IS THERE MUCH TAR IN CIGARETTES?
LET'S GO TO THE NEXT DISPLAY AND YOU'LL SEE JUST HOW MUCH!
WOW! LOOK AT ALL THOSE CIGARETTE STUBS! SOMEBODY'S BEEN DOING A LOT OF SMOKING!
THOSE ARE BUTTS FROM 7,300 CIGARETTES--ABOUT THE NUMBER A PERSON WOULD SMOKE IN A YEAR IF HE HAD A PACK A DAY HABIT...
AND HERE IS A FLASK CONTAINING ABOUT 8 OUNCES OF TAR, THE SAME AMOUNT THAT THE 7,300 CIGARETTES WOULD PRODUCE!

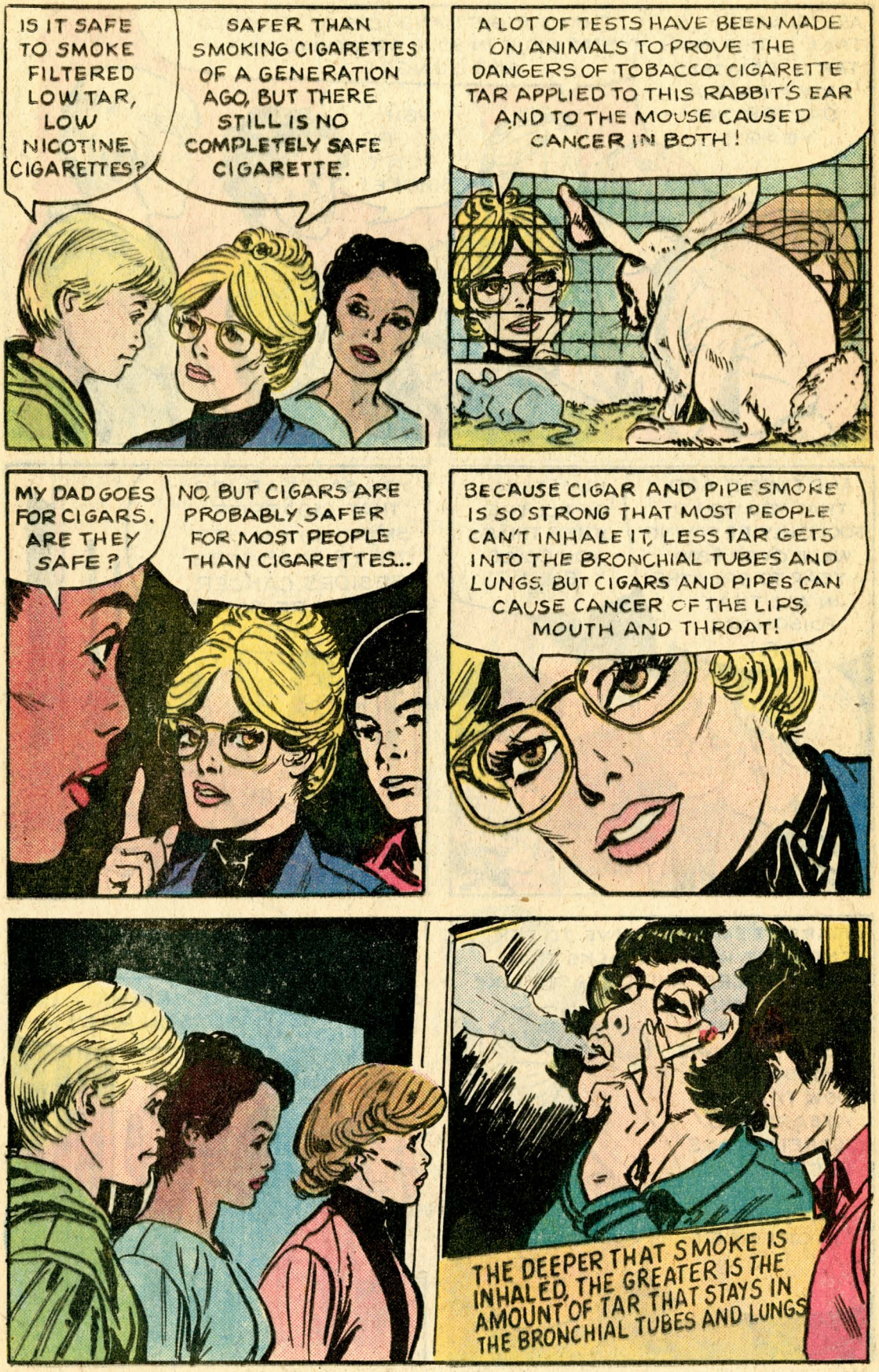
ARE YOU SAYING I'D TAKE IN THIS MUCH TAR IF I SMOKED ONLY A PACK A DAY FOR ONE YEAR?
THAT'S RIGHT! AND LOTS OF IT WOULD STAY RIGHT IN YOUR BRONCHIAL TUBES AND LUNGS!
UGH! I'M GLAD I DON'T SMOKE!

AND I MIGHT ADD THAT YOU WOULD FOOLISHLY BE PAYING WELL OVER $200 A YEAR TO BREATHE IN ALL THAT POISONOUS TAR!
HUH! THINK OF ALL THE OTHER THINGS YOU COULD BUY!

YOU SAID EARLIER THAT CIGARETTE SMOKING CAUSES OTHER DISEASES BESIDES CANCER. WHAT ARE SOME OF THEM?


CIGARETTE SMOKERS HAVE 70 PER CENT MORE HEART ATTACKS THAN NON-SMOKERS! AND DISEASES LIKE CHRONIC BRONCHITIS AND EMPHYSEMA ARE A THOUSAND TIMES HIGHER NOW THAN 40 YEARS AGO. CIGARETTES ARE RESPONSIBLE FOR MOST OF THAT INCREASE!


SO IT'S THE STEADY EXPOSURE TO CIGARETTE SMOKE THAT CAUSES THE TROUBLE?
RIGHT YOU ARE!


IS IT SAFE TO SMOKE FILTERED LOW TAR, LOW NICOTINE CIGARETTES?
SAFER THAN SMOKING CIGARETTES OF A GENERATION AGO, BUT THERE STILL IS NO COMPLETELY SAFE CIGARETTE.
A LOT OF TESTS HAVE BEEN MADE ON ANIMALS TO PROVE THE DANGERS OF TOBACCO. CIGARETTE TAR APPLIED TO THIS RABBIT'S EAR AND TO THE MOUSE CAUSED CANCER IN BOTH!
MY DAD GOES FOR CIGARS. ARE THEY SAFE?
NO, BUT CIGARS ARE PROBABLY SAFER FOR MOST PEOPLE THAN CIGARETTES...
BECAUSE CIGAR AND PIPE SMOKE IS SO STRONG THAT MOST PEOPLE CAN'T INHALE IT, LESS TAR GETS INTO THE BRONCHIAL TUBES AND LUNGS. BUT CIGARS AND PIPES CAN CAUSE CANCER OF THE LIPS, MOUTH AND THROAT!
THE DEEPER THAT SMOKE IS INHALED, THE GREATER IS THE AMOUNT OF TAR THAT STAYS IN THE BRONCHIAL TUBES AND LUNGS

THANKS FOR THE TOUR, SANDY. WE'VE LEARNED A LOT TODAY!
I'M SURE GLAD WE CAME. THANKS!
AND NOW THAT YOU HAVE THE FACTS, YOU CAN MAKE YOUR OWN DECISIONS ON SMOKING!
WELL, I'VE ALREADY MADE UP MY MIND. I'LL NEVER START! IT WOULD BE STUPID AFTER WHAT I KNOW NOW!
AND I'M QUITTING BEFORE I GET REALLY HOOKED. HOW ABOUT YOU, PAUL?
REFUSE AND
CIGARETTES ARE OKAY...
...FOR LOSERS! THAT'S WHY I'M STARTING RIGHT NOW TO LIVE WITHOUT THEM!
REFUSE AND TRASH

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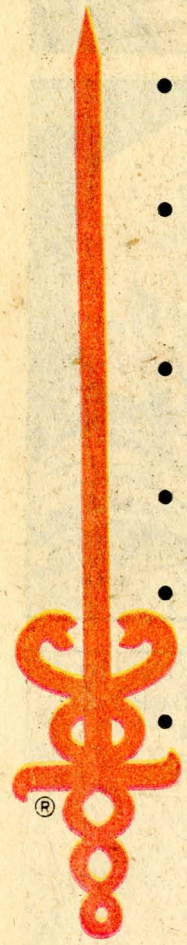
TIPS ON QUITTING

50% OF SUCCESSFUL QUITTERS DID IT COLD TURKEY; THE OTHER 50% QUIT GRADUALLY. THE FIRST 48 HOURS ARE CRITICAL FOR MOST PEOPLE. ONCE YOU PASS THEM, IT WILL BE EASIER EACH DAY. SO PICK THE TIPS THAT SUIT **YOU**.

- SMOKE ONE LESS CIGARETTE EACH DAY.
- MAKE EACH CIGARETTE A SPECIAL DECISION – AND PUT OFF MAKING THE DECISION.
- DON'T GIVE UP CIGARETTES – COMPLETELY. CARRY ONE WITH YOU IN CASE OF NEED. YOU'LL FIND YOU'RE SAVING IT – PERMANENTLY.
- DON'T QUIT "FOREVER" – JUST STOP FOR A DAY – AND TOMORROW TRY IT FOR ANOTHER DAY, AND TOMORROW, AND TOMORROW.
- TELL YOUR FRIENDS AND FAMILY YOU'RE QUITTING. A PUBLIC COMMITMENT BOLSTERS WILLPOWER.
- PICK Q (QUIT) DAY – AND QUIT.
- HIDE ALL EVIDENCE OF CIGARETTES, ASHTRAYS, MATCHES, ETC., SO YOU AREN'T REMINDED OF YOUR HABIT.
- LAY IN A SUPPLY OF CHEWING GUM, COUGH DROPS, CARROT STICKS, ETC.



JOIN THE 30,000,000 AMERICANS WHO HAVE QUIT – YOU CAN TOO!

AMERICAN CANCER SOCIETY, INC.

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